



Executive Offices of the
NATIONAL ANILINE & CHEMICAL CO., INC.
located at
40 Rector Street, New York

NATIONAL CERTIFIED FOOD COLORS

*Certified to the Bureau of Chemistry
Department of Agriculture*



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NATIONAL ANILINE & CHEMICAL COMPANY, INC.

Executive Offices: 40 RECTOR STREET, NEW YORK

BRANCH OFFICES:

CHARLOTTE—201-203 W. First Street

CHICAGO—357-361 West Erie Street

SAN FRANCISCO—145 Second Street

Plant
BUFFALO

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NATIONAL ANILINE & CHEMICAL CO., Inc.*



NATIONAL ANILINE & CHEMICAL CO., Inc.



NATIONAL CERTIFIED FOOD COLORS

The tints shown in this folder illustrate a few of the many possible shades that can be obtained by the use of National Food Colors.

All National Food Colors must conform to our own rigid specifications and are, furthermore, certified to the Bureau of Chemistry, United States Department of Agriculture, as to purity and strength, thus insuring to users a product of unusual quality. On account of this superiority National Certified Food Colors are used by the most particular producers of food-stuffs, confectionery, beverages, and ice creams.

PRIMARY or basic colors comprise a limited number of types officially authorized for use in food products after proper certification in accordance with government regulations.

The National Certified Primary Colors manufactured by the National Aniline & Chemical Company, Inc., are as follows:

National Tartrazine No. 94.....	Certified
National Yellow AB.....	Certified
National Yellow OB	Certified
National Orange 1 No. 85.....	Certified
National Ponceau 3R No. 56.....	Certified
National Erythrosine No. 517.....	Certified
National Amaranth No. 107.....	Certified
National Light Green SF Yellowish No. 435....	Certified
National Guinea Green B No. 433.....	Certified
National Sodium Indigo Disulfonate No. 692...	Certified



The primary colors, with the exception of National Yellow A B Certified and National Yellow O B Certified, are soluble in water.

National Yellow A B and National Yellow O B are oil soluble and are used for coloring food products that contain oils or fats, such as butter, oleomargarine and other butter substitutes.

SECONDARY blends, producing a wide variety of shades, are combinations of certified "primary" colors. National secondary blends are actually certified as such; the original primary colors are certified to meet government requirements and the secondary blends are again certified.

In order to provide the trade with colors which will produce the great variety of shades required in food products, the National Aniline & Chemical Company, Inc., offers the following secondary or blended shades.

National Sitro—Certified	Lemon Shade
National Jonquiline—Certified	Cream Shade
National Yolcone—Certified	Egg Shade
National Mongola—Certified	Egg Shade
National Solona—Certified	Dark Yellow Shade
National Toki—Certified	Yellow-Orange Shade
National Burno—Certified	Reddish-Orange Shade
National Orado—Certified	Orange Shade
National Carnata—Certified	Carnation Pink Shade
National Rosea—Certified	Rose Pink Shade
National Rajah—Certified	Peach Shade
National Ceylene—Certified	Raspberry Shade
National Poinsetine—Certified	Striping Red Shade
National Bordorine—Certified .	American Beauty Shade
National Benga—Certified	Cherry Shade
National Rubaline—Certified	Currant Shade
National Sulta—Certified	Strawberry Shade
National Vinta—Certified	Wine Shade



NATIONAL ANILINE & CHEMICAL CO., Inc.



National Kerine—CertifiedLight Red Shade
National Limecone—CertifiedLime Shade
National Myrtine—CertifiedPistachio Green Shade
National Minta—CertifiedLeaf Green Shade
National Celetine—CertifiedBright Blue Shade
National Saffira—CertifiedDeep Blue Shade

National Plumna—CertifiedPlum Shade
National Bergunda—CertifiedGrape Juice Shade
National Perigee—CertifiedGrape Shade
National Concora—CertifiedRoyal Grape Shade

National Rana—CertifiedCoffee Shade
National Noka—CertifiedChocolate Shade
National Nutta—CertifiedNut Brown Shade

PURITY of the National Certified Food Colors is assured to the user by the care exercised in their manufacture and finally by their official certification to the government.

BRILLIANCY of the National Certified Food Colors enables the food producer to place on the market articles having a most attractive appearance.

STRENGTH of the National Certified Food Colors assures economy in the cost of producing a desired shade, and uniformity in exactly maintaining that shade in manufacturing operations.



NATIONAL ANILINE & CHEMICAL CO., Inc.



Suggestions for the use of National Certified Food Colors

The dry color should first be made into a smooth paste by mixing with a small quantity of cold water and stirring thoroughly in order to completely wet every particle of color. Add sufficient soft water (preferably distilled) to completely dissolve the color. One gallon of water will dissolve from three to eight ounces according to the type.

The application of heat facilitates dissolving. Violent boiling is unnecessary. Raise the temperature to between 150 and 180 degrees Fahrenheit, stirring continuously until color is completely dissolved. The use of a high open flame is to be avoided because of the danger of overheating the container and scorching the undissolved color.

Careful observance of the above directions will prevent the appearance of particles or motes of undissolved color which sometimes float in the solution for several hours, and a clear uniform solution will be obtained.

The use of porcelain, good quality enamel or glassware is recommended. Avoid use of metals.

For storage of solution, similar ware is preferable, but clean cypress tanks or stout oak barrels may be used, providing they are kept scrupulously clean.

Solutions kept in storage should be protected from direct sunlight, dust, dirt, and contamination. Evaporation should be prevented.

When sugar or other fermentable substances are present, the usual precautions must be observed to prevent fermentation or decomposition. Change of color in a solution may be taken as an indication of either condition in some form. The addition of an approved preservative such as benzoate of soda will prevent this.



NATIONAL ANILINE & CHEMICAL CO., Inc.



Solutions prepared and handled according to the foregoing suggestions and not exposed to harmful influences may be kept indefinitely.

Stock solutions of National Yellow A B Certified, or National Yellow O B Certified, may be prepared by dissolving the color in the proportion of four ounces of color to one gallon of olive or cotton-seed oil at about 150 degrees Fahrenheit.

Suggestions as to the use of this folder

When examining this folder please observe that there are three ways of looking at the colors.

- (1) By holding the card as you would hold an ordinary book.
- (2) By holding a color-page to the light (for instance, as one looks at a clear liquid.)
- (3) By holding to the light, both a color-page and one of the plain interleaves, pressed together, for the purpose of observing semi-transparent conditions.

By one of these three methods, it will be found that almost any desired effect may be visualized.

CAUTION—Certified Food Colors are partially sensitive to light, acids, and alkalis, and are likely to be affected by certain materials used in flavoring ingredients. Furthermore, where the water supply is treated with chlorine or ozone for purification, or contains an excessive amount of lime, such waters are likely to bleach or precipitate the color.

It is, therefore, recommended that small scale experiments be made to test the fitness of a color for a specific purpose before it is adopted on a large scale.

The statements made herein with respect to our several products are expressions of our opinion based upon careful tests and investigation and are not warranted.

National Certified Food Colors



for Ices and Ice Cream



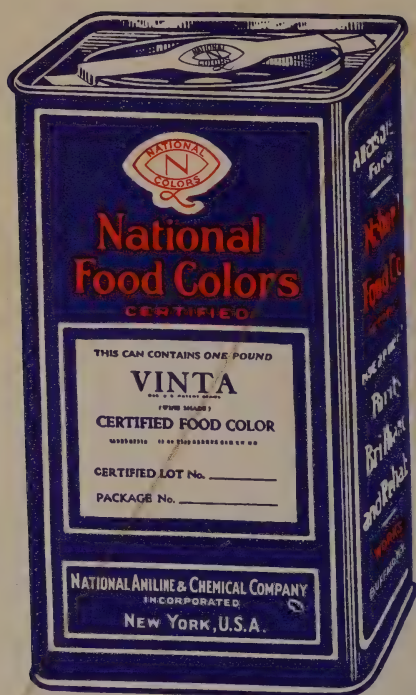
for Confectionery



for Baked Goods



for Beverages



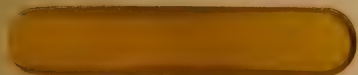
All National Certified Food Colors are sold
in standard blue, red and white tins,
sealed at the factory.



NATIONAL CERTIFIED FOOD *PRIMARY* COLORS



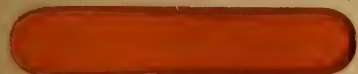
National Tartrazine No. 94
Certified



National Yellow AB
Certified



National Yellow OB
Certified



National Orange 1 No. 85
Certified



National Ponceau 3R No. 56
Certified



National Erythrosine No. 517
Certified



National Amaranth No. 107
Certified



National Light Green SF Yellowish
No. 435—*Certified*



National Guinea Green B No. 433
Certified



National Sodium Indigo Disulfonate
No. 692—*Certified*

NATIONAL CERTIFIED FOOD *SECONDARY* COLORS
OR BLENDED SHADES



National Sitro—*Certified*
Lemon Shade



National Jonquiline—*Certified*
Cream Shade



National Yolcone—*Certified*
Egg Shade



National Mongola—*Certified*
Egg Shade



National Solona—*Certified*
Dark Yellow Shade



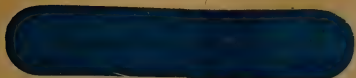
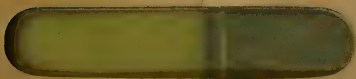
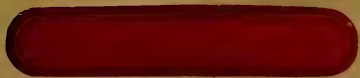
National Toki—*Certified*
Yellow-Orange Shade



National Burno—*Certified*
Reddish Orange Shade

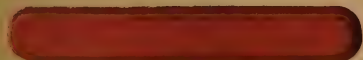


National Orado—*Certified*
Orange Shade

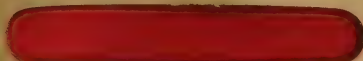




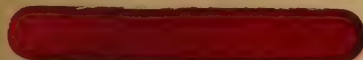
SECONDARY OR BLENDED SHADES



National Carnata—*Certified*
Carnation Pink Shade



National Rosea—*Certified*
Rose Pink Shade



National Rajah—*Certified*
Peach Shade



National Ceylene—*Certified*
Raspberry Shade



National Poinsetine—*Certified*
Stripping Red Shade



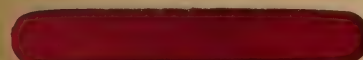
National Bordorine—*Certified*
American Beauty Shade



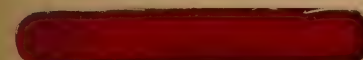
National Benga—*Certified*
Cherry Shade



National Sulta—*Certified*
Strawberry Shade



National Vinta—*Certified*
Wine Shade



National Kerine—*Certified*
Light Red Shade



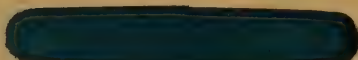
National Limecone—*Certified*
Lime Shade



National Myrtine—*Certified*
Pistachio Green Shade



National Minta—*Certified*
Leaf Green Shade



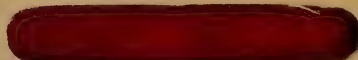
National Celetine—*Certified*
Bright Blue Shade



National Saffira—*Certified*
Deep Blue Shade



National Plumna—*Certified*
Plum Shade



National Bergunda—*Certified*
Grape Juice Shade



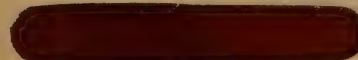
National Perigee—*Certified*
Grape Shade



National Concora—*Certified*
Royal Grape Shade



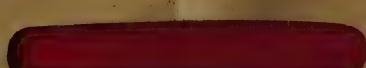
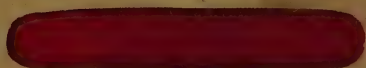
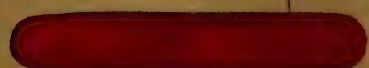
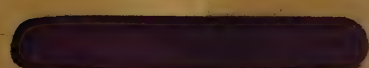
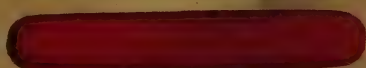
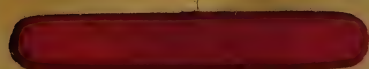
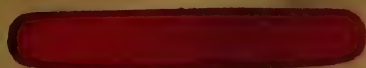
National Rana—*Certified*
Coffee Shade



National Noka—*Certified*
Chocolate Shade



National Nutta—*Certified*
Nut Brown Shade





"NATIONAL" SERVICE

THE National Aniline & Chemical Company, Inc., is convinced that the essence of all good-will is intelligent service.

It confidently believes that an earnest effort to assist those who use certified food colors will result in improvement beneficial to customers, to the public, and to itself.

It maintains laboratories and an experienced sales and technical staff, which are placed, without obligation, at the disposal of its customers.

The matching of shades, a cooperative effort in the solving of problems, and the supplying of special technical data on the use of certified food colors, are important features of "National" Service.



